



Pranav Sinha

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विद्याविनियोगादिकाः

Summary

Product Manager with 8+ years translating **customer needs** and market insights into scalable product strategy and **market-first differentiators**. Proven track record leading **cross-functional and supplier stakeholders** through 0-to-1 program execution and new **market entry**, while managing **program cost** and driving measurable business impact.

Professional Experience

Senior Manager, Vehicle Engineering | Tata Motors Passenger Vehicles Ltd | Pune

Sep'22 – Apr'26

- Delivered calibration inputs across Tata's automatic transmission portfolio (Nexon, CURVV, Sierra, Harrier, Safari; ~₹1,000 Cr value), positioning Nexon as a **segment-best offering** with ~30% of monthly vehicle sales.
- Directed market study and benchmarking for Tata's entry into South Africa, quantifying customer needs into **eight market-specific entry requirements** for the regional launch.
- Drove **cross-functional collaboration** across a six-member engineering team, formulating 30+ customer-centric requirements and preserving ~680 man-hours through early issue identification.
- Identified an unaddressed competitive gap and defined a **market-first take-off shift requirement**, establishing a differentiator for all the automatic transmission offerings.
- Directed calibration development for Tata's first DCT transmission on the Nexon, contributing approximately 15% of total model sales volume and **₹200 Cr in monthly revenue**.
- Defined differentiated feature tiers across Sport, City and Eco modes, converting a single technical capability into a **segmented product offering** and purchase consideration.
- Structured and led resolution of supplier constraints across five global suppliers, delivering a **10% reduction in programme cost** across the automatic transmission portfolio.
- Managed integrated planning across **five** concurrent programmes, conducting weekly reviews with **three** global suppliers and achieving **95%** closure of identified issues within cycle.
- Ran a 20-day, 1,500 kms validation programme across five platforms with 25 internal stakeholders and 5 global suppliers, achieving **zero schedule slippage**.

Senior Engineer, Powertrain Development | Mahindra & Mahindra | Chennai

Aug'17 – Sep'22

- Contributed calibration inputs that revived **Thar** as a **segment-best urban-lifestyle vehicle**, translating customer and market insights into a differentiated drivability and fuel economy proposition.
- Conducted **competitive analysis of global EV portfolios** and customer evaluation panels, translating market insights into requirements for next-generation vehicle futuring.
- Collaborated cross-functionally** with regulatory and product teams, owning the BS-IV to BS-VI/CAFE roadmap to integrate compliance milestones and sustain portfolio competitiveness.
- Built and executed **Design Verification Plans (DVPs)** enabling early-stage issue detection, preventing pre-production bottlenecks and unlocking a **50%** scale-up in assembly-line output.
- Architected a scalable calibration strategy for a shared **2.2L diesel engine platform**, enabling rapid multi-variant deployment across Scorpio N, Scorpio Classic, and XUV700, **compressing time-to-market** across the portfolio.
- Managed product delivery with global suppliers (Bosch, TEL) and led localized supplier development for critical components, driving a **10% reduction in bill-of-materials cost**.
- Defined calibration that reduced diesel exhaust fluid consumption by 10%, **lowering customer total cost of ownership**.

Education

B.Tech, Mechanical Engineering – National Institute of Technology, Silchar | India, 2017

Accomplishments and Awards

- Silver Award – Owner's Mindset, Tata Motors: Spearheaded the first-ever Nexon DCT launch (~15% of sales).
- Silver Award – Passion for Customers, Tata Motors: Customer-focused validation and launch of the CURVV DCT.
- Excellence Award, Mahindra & Mahindra: CAFE D22 technology evaluation enabling critical powertrain decisions.
- SAE Published Author: Co-authored 3 technical papers with SAE Mobilus (USA) on combustion and emissions.

License & Certifications

- Lean Six Sigma Green Belt Certification**, KPMG India Services LLP, Jul 2026

Co/Extra-curricular

- Volunteered to organize **Tata Motors' Chairman's Visit** Track & Demo Event, earning the Bravo Champion award.